

MULTIMEDIA



UNIVERSITY

STUDENT IDENTIFICATION NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

T2, 2016/ 2017

BEL7084 – INFORMATION SYSTEMS AND ELECTRONIC COMMERCE

(MBA Full Time)

5 FEBRUARY 2018
9.00 a.m – 12.00 p.m
(3 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consist of **FOUR (4)** pages (including the cover page).
2. Answer **ALL** questions. The marks distributions are given in parentheses.
3. Write all your answers in the Answer Booklet provided.

QUESTION 1

Cloud computing has just begun to take off in the business world. It has the potential to be one of the most significant forces of change impacting business in the next decade.

- a) How cloud computing can reduce an organization's IT infrastructure expense?
(10 Marks)
- b) Brief discuss about the three cloud computing services: Infrastructure as a service, Platform as a service, and Software as a service with examples.
(9 Marks)
- c) Describe at least 3 concerns about deploying cloud computing software as a service.
(6 Marks)

(Total Marks: 25 Marks)

Continued...

QUESTION 2

The International Conference on Information Systems (ICIS) 2017 has highlighted the following statement in their homepage to call for academics, practitioners and experts to explore issues and opportunities related to business value of information systems.

“As the information and communication technology advances, knowledge, product, and even manufacturing itself become digitized and people can get information and knowledge they need at any time through the Internet. Accordingly, consumers who have relied on the information and products provided by companies pursue their own values based on the information they collect, which makes mass production systems focusing on the current technology and price lose their competitiveness. In this environment along with the global economic stagnation, excellent companies like GM and Kodak which had dominated the market for decades have suddenly collapsed. However, there are some other companies like Google, Facebook, and Apple which are arising from this chaos. That is, companies which can understand a variety of customer needs and solve their problems with quick and creative ways can have plenty of opportunities to grow. Otherwise, companies go out of business.”

Source: International Conference on Information Systems, Seoul South Korea, “Transforming Society with Digital Innovation”, accessed on July 20th, 2017 from <https://icis2017.aisnet.org/>

Explain:

- a) What is disruptive innovation?
(5 Marks)
- b) Using Kodak as an example, why excellent companies can collapse, despite of focusing on their customers, improving their product features and quality.
(10 Marks)
- c) How Kodak could have handled disruptive innovation better?
(10 Marks)

(Total Marks: 25 Marks)

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QUESTION 3

“Enterprises have begun to derive value from big data, but many challenges remain. Lufthansa has successfully discovered big data value, addressed the technical complexities, and used big data as the basis for renovating its traditional business model to one that embraces customers as value co-creators.” *Source: Chen, H. M., Schütz, R., Kazman, R., & Matthes, F. (2017). How Lufthansa Capitalized on Big Data for Business Model Renovation. MIS Quarterly Executive, 16(1).*

Based on the statement above on Lufthansa’s experience, describe

- a) At least **THREE (3)** ways how data mining could be used to increase revenue from existing customers.

(13 Marks)

- b) At least **THREE (3)** concerns/challenges of using big data.

(12 Marks)

(Total Marks: 25 Marks)

QUESTION 4

- a) In an E-commerce environment, indicate the vulnerable points of security risks. Use a diagram to support your answer.

(10 Marks)

- b) For each vulnerable point of security, list the type of security threats in existence.

(10 Marks)

- c) Describe at least **FIVE (5)** ways organizations can undertake to counter the security threats.

(5 Marks)

(Total Marks: 25 Marks)

End of Paper